

## Noist Meatbol

distinctive

exploitable area (in water)

broader positioning of models

dramatic

state of mind vs littell water story

- new packings vs dble wrap

- next → explore photography/models

## Contrary

openings w/ freshness language The fshst men ever.

freshness emphasis

~~the~~ illustration vs photo. —

→ more license

makes pack stand out more strongly.

(factory) prototypical approach to establish humor to follow

freshness vs packaging mechanics headlines

intro — freshness

— unique aspects of packaging

## Blues

pack in? push back backgrd.

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